

BENNY YERUSHALMI for State Senate


Author: Kevin Goodell

Proposal ID: 723
 Schedule Date: 9/4/2012 - 11/6/2012
 Advertiser: BENNY YERUSHALMI
 Spot Length(s): :30

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Flight Dates: 10/1/2012-11/6/2012


| Program Time | SpotLength(s) | OC 1 | OC 8 | OC 15 | OC 22 | OC 29 | DMA P18+ RTG | W k s | Rate Spots |
|---------------------------|---------------|------|------|-------|-------|-------|--------------|-------|-------------------|
| KSNV | | | | | | | | | |
| JEOPARDY/WHEEL | :30 | 3 | 3 | 3 | 4 | -- | p3.6 | 4 | \$400.00 |
| GRPs/Impressions | | | | | | | 46.8 | | 13 |
| CPP/CPM | | | | | | | \$111.11 | | |
| Mo-Fr 6:30p-7:30p | | | | | | | | | |
| FOOTBALL NIGHT IN AMERICA | :30 | 1 | 1 | 1 | 1 | 1 | p4.6 | 5 | \$900.00 |
| GRPs/Impressions | | | | | | | 23 | | 5 |
| CPP/CPM | | | | | | | \$195.65 | | |
| Sun 4:00p-5:30p | | | | | | | | | |
| KSNV Totals | | 4 | 4 | 4 | 5 | 1 | | | \$9,700.00 |
| | | | | | | | GRP/(000) | | 18 |
| | | | | | | | CPP/CPM: | | |
| | | | | | | | Reach: | | |
| | | | | | | | Frequency: | | |

Approved by: 

4Q12 General Summary (DMA P18+ D.RTG)

| Name | Spots | Cost | Grps | Imp(000) | CPP | CPM | Reach | Freq | E.Reach | N.Reach | Pop |
|------|-------|---------|------|----------|----------|--------|-------|------|---------|---------|-----------|
| KSNV | 18 | \$9,700 | 69.8 | 1020.8 | \$138.97 | \$9.50 | 34.9 | 2.0 | 15.2 | 516,301 | 1,479,674 |

NET: \$14,811.25

Approved by: 

General Summary (DMA P18+ D.RTG)

| Name | Spot | Cost | Grps | Imp(000) | CPP | CPM | Reach | Freq | Eff Reach | Net Reach | Pop |
|------|------|-------------|-------|----------|----------|--------|-------|------|-----------|-----------|-----------|
| KSNV | 33 | \$17,425.00 | 125.6 | 1821.7 | \$138.73 | \$9.57 | 53.4 | 2.4 | 27.0 | 790,010 | 1,479,674 |

FOOTBALL NIGHT IN AMERICA IN
 LAST 30 MINUTES OF SHOW
 HOPEFULLY LAST COMMERCIAL BREAK